

## INCREASE VISITATION AND DRIVE TOURISM REVENUE

### THE CANNABIS TRAVELER IS READY... ARE YOU?

By positioning cannabis as a mainstream leisure interest in a compelling, non-disruptive, brand-aligned way, **Destinations, Hotels and Resorts** have the opportunity to capitalize on the growing trend of affluent leisure travelers who are interested in cannabis-related experiences when on vacation. Cannabis is a tourism asset that has not been maximized as an economic driver for destinations.

### REMARKABLE INDUSTRY GROWTH

- In the United States legal cannabis sales are expected to reach \$30 Billion USD by 2025. (New Frontier Data, 2019)
- CBD is a national mainstream wellness trend. In 2019, CBD product sales grew by 706%. (Brightfield, 2019).
- Sales of CBD products are predicted to hit \$22 Billion in three years (Brightfield, 2018).

### GROUNDBREAKING CANNABIS TOURISM RESEARCH

Enlightn has partnered with MMGY Travel Intelligence to release the first-ever comprehensive national survey of U.S. leisure travelers' understanding of, and interest in, recreational cannabis-related products, experiences, and services when on vacation. We use the insights from this proprietary research to guide the development and execution of effective cannabis-related marketing programs.

#### Key survey findings include:

**Cannabis experiences can be a differentiator and competitive advantage for first mover destinations among active leisure travelers who have an expressed interest in, or receptivity to, cannabis-related experiences while on vacation.**

- 57% of those surveyed said they would likely participate in a cannabis-related activity in a destination where recreational use is legal.
- 44% of Millennials and GenZers have traveled to a destination for a cannabis experience.
- 38% of those surveyed are more interested in visiting destinations where the recreational use of cannabis is legal.

#### **The Cannabis Traveler audience travels more frequently than the typical domestic leisure traveler.**

- The cannabis-interested audience spans across generations and takes 3.5 trips annually compared to the 2.5 trips taken annually by the typical domestic leisure traveler.
- Research shows that many active travelers are curious about cannabis and CBD experiences.
- The cannabis-interested traveler has a broader and more diverse set of vacation activity interests than the typical traveler, an insight that helps to dispel the myth that these travelers are less valuable to the overall travel economy.

#### **The Cannabis Traveler audience is looking to hotels for cannabis experiences, information and education.**

- The cannabis audience selects accommodations based on the hotel's ability to provide vetted, safe and clear information about cannabis-related experiences and activities in the local region, including hemp and CBD.

- This audience is motivated by a hotel's ability to offer a safe consumption plan on-site for the hotel property, which may or may NOT include inhalation.
- Interest in specific cannabis-related activities varies by generational cohort. Spa treatments are the second most popular activity for Millennials/GenZers, followed by infused edibles or drinks.
- The second most popular activity for Baby Boomers is the ability to sample cannabis in a safe environment.
- There is confusion about consuming cannabis use in the guest rooms of hotels and resorts located in destinations where it is legal for recreational use.

## THE ROLE OF CANNABIS IN DEMAND RECOVERY

Cannabis has been deemed 'essential' and therefore is capable of providing stability in times of crisis. In an environment where drive visitation strategy is paramount for recovery, 40% of cannabis travelers are willing to drive for cannabis experiences. Cannabis-related strategies can position destinations, hotels and resorts for both short-term and future stability, while attracting business and increasing tourism revenue.

## ENLIGHTN SERVICES

**As trusted advisors,** Enlightn works with destination stakeholders to develop a data-driven, customized cannabis-tourism plan that engages and serves the active cannabis-traveler audience. Our mission is to provide turn-key solutions that reduce risk, increase visitation and drive tourism revenue.

### Key Services:

**Hotel/Resort Programs:** Development and facilitation of product and services integration programs for hotels and resorts supported with ongoing education and training

**Hospitality Readiness Programs:** Education and training of cannabis retailers serving the cannabis-traveler audience segment

**Cannabis Experience Build-outs:** Establishment of key cannabis-related tourism offerings through the creation of destination Effect Pairing experiences that unite attractions and cannabis assets.

## ENLIGHTN PROCESS

### PHASE I: STAKEHOLDER ENGAGEMENT

Meeting(s) with destination stakeholders to share research about the cannabis-traveler audience profile, educate them about the laws and opportunities, and discover the stakeholder vision of cannabis as a destination asset.

**Deliverable:** Strategic Roadmap

### PHASE II: DESTINATION AUDIT

Destination audit and assessment of cannabis-related assets and experiences including compliance and brand alignment. Identification of attractions that are well positioned for Effect Pairing collaborations.

**Deliverable:** Destination Audit Report

### PHASE III: CANNABIS TOURISM PLAN DEVELOPMENT

Presentation of the Destination Audit Report to stakeholders that includes insights, opportunities and suggested cannabis-related integration strategies. Approval by stakeholders on next steps.

**Deliverable:** Cannabis Tourism Plan

### PHASE IV: MARKETING COLLATERAL

Upon approval of the Cannabis Tourism Plan and in partnership with the destination, Enlightn develops marketing content, and designs collateral for use in hotels, tourist information points, cannabis retailers, and participating attractions. Collateral includes general information and experiences available.

**Deliverable:** Collateral Report

### PHASE V: ACTIVATION

Enlightn guides the execution of pre-launch efforts as outlined in the Cannabis Tourism Plan. Efforts may include; collateral distribution, educational sessions, hotel integration programs, hospitality training programs, Effect Pairing™ experience build-out, and more.

**Deliverable:** Weekly Progress Reports

### PHASE VI: LAUNCH

Enlightn meets with stakeholders to present a detailed summary of milestones met and goals achieved during implementation of the Cannabis Tourism Plan. Discussion of audience targeting.

**Deliverable:** Launch Report

## CONTACT INFORMATION

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**Brian Applegarth** has led the advancement of cannabis tourism in California. He is the Executive Director and Founder of the California Cannabis Tourism Association and creator of The Cannabis Trail, a non-profit dedicated to preserving and celebrating the cannabis history of California. Brian is a cannabis tourism subject matter expert, educator and international speaker on the topic. Brian serves as an expert adviser and collaborator with MMGY, the world's leading integrated travel and hospitality marketing agency, Board Member of the 420 Archive and the California Travel Association, Chair of the CalTravel Cannabis Committee, and member of the Sonoma County Tourism Marketing Committee.

**Beth Harris** has over 17 years of advocacy and tourism marketing experience in both public and private sectors. As a well-respected leader, Beth strategically builds and maintains partnerships within associations and industries helping clients achieve ultimate success. Throughout her career, Beth has served as an expert at business development, client services, strategy development, marketing and public relations for many high-profile clients. Beth is active in her community and serves as Programs Chair for the California Professional Women in Building.